

**SUMTER COUNTY BOARD OF COMMISSIONERS  
EXECUTIVE SUMMARY**

**SUBJECT:** Amendment to awarded budget utilizing Tourist Development funds for the Dade Battlefield Festival (Staff recommends approval).

**REQUESTED ACTION:** Amend and approve revised budget for the Dade Battlefield Festival

☐ Work Session (Report Only)    **DATE OF MEETING:** 12/14/2010  
☒ Regular Meeting                      ☐ Special Meeting

**CONTRACT:** ☒ N/A

Vendor/Entity: \_\_\_\_\_

Effective Date: \_\_\_\_\_

Termination Date: \_\_\_\_\_

Managing Division / Dept: \_\_\_\_\_

Financial Services Department

**BUDGET IMPACT:**

☐ Annual  
☐ Capital  
☐ N/A

**FUNDING SOURCE:** \_\_\_\_\_

**EXPENDITURE ACCOUNT:** \_\_\_\_\_

**HISTORY/FACTS/ISSUES:**

On 11/9/2010 the Sumter County Board of County Commissioners approved \$9,200.00 of Tourist Development funds to the Dade Battlefield Society, Inc. These funds are to be used for the Dade Battlefield Festival held in March, 2011.

The Dade Battlefield Society, Inc. is requesting an amendment to the allocation of how funds will be utilized for this event. The new request includes advertising the event on a billboard sign on I-75. The advertisement would be for January, February and March. The total cost for this will be \$1,080.00. Due to time constraints with the billboard company this request was unable to go to the Tourist Development Council at their next meeting in January.

Attached is a letter from the Dade Battlefield Society, Inc. explaining the request and the deadlines. Also, they have attached a new expenses list on how the approved funds of \$9,200.00 will be utilized.



## DADE BATTLEFIELD SOCIETY, INC.

7200 CR 603 • Bushnell, FL 33513 • Ph: (352) 793-4781  
www.dadebattlefield.com

December 3, 2010

Sumter County Commission  
7375 Powell Road  
Wildwood, FL 34785

Dear Board:

The Dade Battlefield Society, Inc. would like to amend the Dade Battlefield Festival Grant to include funds to purchase advertising on a billboard on I-75. Event coordinator Gerald Robertson has found a billboard to advertise our event. The price is exceptionally good. All other funds will go to various print media and we will not exceed the \$9200.00 limit. The Sumter County Financial Services Department has suggested that we submit this amendment to the BOCC for approval at the December meeting.

We intend to lease the billboard for 3 months, January, February, and March for a total of \$600.00. There is a set up fee of \$480.00. The total would be \$1080.00. I am including a new budget recap and have re-dispersed the funds. I have also added the Leesburg Commercial to the print list.

We shall make sure the proper wording is included and the Sumter County logo is added to the ad and we will submit the final proof for approval to the Financial Services Department. If this amendment is satisfactory, we will need to sign a contract this month to meet a January deadline.

We thank you for your attention to this matter.

Sincerely,

Jean McNary  
Executive Assistant  
Dade Battlefield Society

and

Gerald Robertson, Event Coordinator  
Dade Battlefield Music Festival

## **PROJECT BUDGET RECAP**

### **INCOME**

Tourist Development Fund Request

Total Request **\$9,200.00**

Matching fund sources

|                                      |             |
|--------------------------------------|-------------|
| Dade Battlefield Historic State Park | \$ 2,000.00 |
| Dade Battlefield Society, Inc.       | \$ 6,000.00 |
| Other Park Support                   | 20          |

Total matching funds \$8,000.00

Other income sources

|                           |                                      |
|---------------------------|--------------------------------------|
| Entrance Fee donations    | \$15,000.00 (gate estimate for 2011) |
| Volunteer Hours (in-kind) | \$ 2,800.00 (20 volunteers, 20 hrs)  |
| Total matching funds      | \$ 17,800.00                         |

**TOTAL INCOME \$25,800.00**

### **EXPENSES**

Please indicate which items will utilize TDC funds

|   |               |
|---|---------------|
| <input type="checkbox"/> <i>Florida Event Planner</i>               | \$ 600.00     |
| <input type="checkbox"/> <i>Orlando Sentinel</i>                    | \$ 600.00     |
| <input type="checkbox"/> <i>Tampa Tribune</i>                       | \$ 2112.00    |
| <input type="checkbox"/> <i>St. Petersburg Times</i>                | \$ 1840.00    |
| <input type="checkbox"/> <i>Citrus County Chronicle</i>             | \$ 1000.00    |
| <input type="checkbox"/> <i>Sumter Sun</i>                          | \$ 1515.00    |
| <input type="checkbox"/> <i>Lamar Advertising</i>                   | \$ 1,080.00   |
| <input type="checkbox"/> <i>Leesburg Commercial</i>                 | \$ 453.00     |
| <input type="checkbox"/> <i>North Florida Bluegrass Association</i> | \$ N/C        |
| <input type="checkbox"/> <i>National Bluegrass Association</i>      | \$ <u>N/C</u> |

**TOTAL EXPENSES \$9,200.00**

**These costs may vary by the time of the event and funds might have to be shifted around.**